

LOVE AND GOLD

Who Doesn't Thirst for Them?

One man thirsts for Gold—one for Love.
These gripping human emotions make a cringing, loathsome beast of one man—a master, a genius and a hero of the other.

But the girl, Ruth Gallon. What of her?

Here was the most nerve-racking, vivid, thrilling experience of all. It was she who was practically buried alive—threatened on every side with certain death by rushing water, with fire, falling rocks, yet it was she who found the key to perfect happiness.



This key is the MASTER KEY—the one key in all the world that every human seeks. You can learn of this supreme happiness by seeing the sublime MASTER KEY serial now running at the

REX THEATRE
Monday and Tuesday, of Each Week

THE MASTER KEY

JOHN FLEMING WILSON
Thrilling Story
Mystery and Romance



Have you been getting poor on the money you "Saved" by using Cheap Printing?

THE business man who seeks cheapness as the FIRST consideration in buying his Printing, never really pays much attention to other elements in the transaction—except, perhaps, the matter of getting it done quickly.

The money SAVED by buying CHEAP printing is money on which you have paid an absolutely ruinous premium.

It will make you poor if you persist in saving enough of it.

Select your printer at least as carefully as you would select your tailor or clothier—for while these two have something to do with your business success, your printer has a great deal to do with it.

Before you "tie up" to him, make him show you his value to you. If he's the right sort of printer, he can.

Let us help you plan your printed matter. We can be of real service to you.

THE REVIEW

"Printers of Quality"

WHY THE CAMPAIGN MUST BE CONTINUED

Financial Reasons For Continuing the "Made-in-Canada" Movement—Dollars at Home

Here are financial reasons why the "Made-in-Canada" campaign must be continued:
Imports into Canada, 1913 \$482,032,799
Exports from Canada, 1913 \$352,232,057

Balance against us.....\$129,800,742
Interest on our borrowings abroad.....150,000,000
Total settlement, 1913.....\$318,800,742

How do we do it? Very simple—we borrow \$450,000,000!

Last year it was pretty much the same thing over again. So we borrowed some more. But (note this please!) borrowing wasn't nearly so easy; we couldn't get nearly as much.

This year (1915) will hardly be able to borrow a dollar abroad! England and France need their money for other purposes.

What's to be done? For the honor of Canada, we mustn't fail in meeting our obligations, and there's still that \$150,000,000 of interest to pay!

Turn it over carefully in your mind and you'll soon be convinced there's only one possible way to meet the situation. We must import less and export more. In the words of Hon. Mr. White, Finance Minister, we must produce, produce, and keep on producing!

The more you think of it, the clearer it becomes that now and always it has to be "Made-in-Canada."

TEACH THE CHILDREN TO ASK FOR "MADE-IN-CANADA" GOODS

THE BEST EXAMPLE

How Our Greatest Canadian Corporation Helps the "Made-in-Canada" Movement

The Toronto "Globe" had an article on January 25th describing the policy of the Canadian Pacific Railway with respect to the purchase of "Made-in-Canada" goods. While the "Globe" article refers particularly to the railway, it is a well known fact that the C.P.R. has always been one of the most enthusiastic and consistent supporters of the purchase of their supplies wherever possible in Canada. They know that by spending their money in Canada it will come back to Canadians and to them quickest.

Helps Workmen

To quote the "Globe" article: "From the time the steel works at the Canadian Steel plant set a young industry to make good rails, the Canadian Pacific Railway Company has been a consistent customer of that institution. It has bought rails on the other side of the line only when supplies were not available on this side, and, sometimes, has paid a higher price in the purchasing of home industry. But the C.P.R. looked at the proposition in this way: that by buying steel rails from the Canadian who helped materially in the maintenance of several hundred workmen, whose economic welfare, in turn, meant traffic to the railway which carried supplies of various kinds to their town."

Agitation Is Necessary

In short, the purpose of the "Made-in-Canada" movement is told in that commercial relationship which exists between the C.P.R. and the Canadian steel industry. Just as it is necessary that every wholesale and retail establishment through which the consuming public must purchase their supplies of food, clothing, and shelter should sell, in the largest measure possible, goods made in Canada. The Globe already has endeavored to show that the salesman has a more practical part to play in the furtherance of home industry than the purchaser. If the wholesale and retail trade of the country would undertake, in honor bound, to sell Canadian-made articles instead of those of foreign manufacture, wherever the former were available, and thus to develop the Canadian character of their stocks to the utmost, all the agitation urging the consuming public to buy "Made-in-Canada" goods would be unnecessary."

WHERE PEOPLE CAN GIVE AID

Import on "Made-in-Canada" Goods—Retailer and Wholesaler Will Soon Fall in Line

Ten often in the past, the whole sales and retailers of Canada have openly opposed the "Made-in-Canada" movement. Where they have not opposed it they have damned it with faint praise. Their motive in so doing are purely selfish. Very often to secure a share of Canada's trade the foreign manufacturer, quoting particularly attractive prices to the dealer, prices which enable both wholesaler and retailer to extract a greater profit than usual from the sale of these goods. The foreign manufacturer is able to do this because the Canadian market is only a small part of his total market, and he can easily sell at a low profit or even at cost. Where they have not got behind the "Made-in-Canada" movement until very recently.

The Toronto "Globe," in an article on the "Made-in-Canada" question the other day, explains the reason for the "Made-in-Canada" campaign going to the people on the end of the force.

Under the heading "Home Production or Bankruptcy," the "Globe" says: "The people in the end force the storekeeper or the dealer to give them the Canadian-made article. But he should not, especially in the light of present conditions, why he should encourage home production without being forced to do so. The war broke out our exports as well as our imports have decreased with serious rapidity, and the only alternatives that confront Canada, in the face of such critical trade conditions, are to increase production at home and a larger volume of business in the home markets, or bankruptcy. If Canadian-made goods are not sold in great volume the merchant and the wholesale dealer must inevitably suffer, simply because a very large number of their present customers, people who work in factories and in offices dependent on factories, will be forced out of employment. Furthermore, regarded from a national point of view, the "Made-in-Canada" movement, which means increased production in all departments at home, is the only method of raising the one hundred and fifty millions of interest which is due each year on the country's indebtedness."

SUPPORT THE COUNTRY THAT SUPPORTS YOU BY BUYING "MADE-IN-CANADA" PRODUCTS

MERCHANTS CAN HELP

Points For Retailer to Bear in Mind in His Purchases

A man out of a job, or only partially employed, is a poor customer. You much prefer, don't you, to deal with customers whom you know are earning good wages in thriving local industries? Their credit is good—they pay their bills.

Did it ever occur to you that, out of every dollar's worth of Canadian-made goods you buy, from 25 to 50 cents goes to the Canadian workman living in Toronto or in some other Canadian city, and enables him to buy from 25 to 60 cents' worth more goods from his trade?

Did it ever occur to you that, out of every dollar's worth of foreign-made goods you sell, about 75 cents or more disappears from Canada? And, ever, and the buying capacity of the Canadian workman is correspondingly reduced? The wages that should be in his pocket have been paid to the foreign workman.

In 1913, over \$692,000,000 of Canadian money was spent for foreign goods. That of it—\$482,000,000—was twenty-two millions! Half of these goods could have been made in Canada, and Canadian workmen and Canadian retailers would have been \$100,000,000 to \$150,000,000 better off than they are to-day.

Get the Habit
BUY
"MADE-IN-CANADA"
GOODS

KEEP THE WHISTLES
BLOWING AND THE
OLD FLAG FLYING BY
BUYING "MADE-IN-CANADA" GOODS

The 1915 Spring Stock Shows

The prize list for the forthcoming Spring Stock Shows to be held at Calgary, April 21st to 28th, just issued, shows over \$500 in prizes. This generous prize list was made possible owing to assistance given by the Dominion and Provincial Governments. The prize list includes classification for the various purebreds as well as agricultural and heavy draft, children's classes and special drafts offered by the Canadian and British Clydesdale Associations and the Shire Association of Great Britain. Entries close on the 10th of April. An auction sale of horses will also be held on the last day of the show. The judging will take place in the morning and in the afternoon, no show being held in the evening. Saddle and driving classes have therefore been discontinued for this year.

The auction sale and show of pure bred bulls will be held at the same time. Over 350 purebred bulls will be offered for sale. Special arrangements have been made for the transportation of both cattle and horses, and special passenger rates have been secured of single fare for the return trip for Alberta points. Prize list and catalogue may be had from E. Richardson, Secretary, Alberta Live Stock Associations, Calgary.

LIST OF FAIRS

Exhibitions to be held in Alberta, with dates on which they occur:

- Crossfield, June 23, 24.
- Calgary, June 25 to July 7.
- Okotoks, July 13, 14.
- High River, July 15, 16.
- Swainville, July 20, 21.
- Curbin, July 22.
- Grimm, July 28, 30.
- Mackled, August 3, 4, 5.
- Staveland, August 8.
- Nanton, August 10, 11.
- Claremont, August 12, 13.
- Carleton Place, August 17, 18.
- Gleichen, August 19, 20.
- Musson, August 24.
- Langdon, August 6.
- Edmonton, August 9, 14.
- Highway, August 10, 11.
- Vegreville, August 17, 18.
- Camrose, August 19, 20.
- Red Deer, August 17, 20.
- Lacombe, August 24, 26.
- Wetaskewin, August 27, 28.
- Daysland, August 3, 4.
- Sedgewick, August 5.
- Provost, August 3.
- Chaurin, August 10.
- Chinook, August 13.
- Stony Plain, August 17.
- Fallis and Redboro, August 19.
- Granton, August 25.
- Magrath, August 27, 28.
- Raymond, August 31, September 2.
- Clinton, September 3.
- Hardisty, September 7.
- Elton, September 8.
- Nakamun, September 10.
- Entwistle, September 14.
- Lethbridge, September 15, 17.
- Stettin, September 19, 20.
- Tatler, September 22, 23.
- Pincher Creek, September 24.
- Millerton, September 28.
- Peddie and Millerville, Sept. 30.
- Trochu, September 1.
- Strone Kilom, September 2.
- Wheatheaf, September 3.
- Cochrane, September 7, 8.
- Stettin, September 9, 10.
- Lethbridge, September 14.
- Hars, September 15.
- Insulin, September 16, 17.
- Ponoka, September 21, 22.
- Concession, September 23, 24.
- Alta, September 28.
- Consort, September 29, 30.
- Bowden, October 1.
- Basildon, October 2.
- Gashly, October 3.
- St. Albert, September 15, 16.
- Onaway, September 17.
- Lloydminster, September 21, 22.
- Kinross, September 24.
- Vermilion, September 28, 29.
- Manville, October 1.
- Insulin, October 4, 5.
- P. S. Katchewsky, October 7, 8.
- Tulford, September 14.
- Holden, September 15.
- Viking, September 16.
- Irma, September 17.
- Rocky Mountain House, September 20, 21.
- Three Hills, September 22.
- Olds, September 23, 24, 25.
- Hanna, September 22, 23.
- Highland, September 24, 25.
- St. Paul des Metis, Sept. 14, 15.
- Elk Point, September 17.
- Berry Creek, September 24.
- Westlock, September 21.
- Paddle River, September 23.